



Colgate's new Whitening Toothpaste campaign encourages young Indians to *SmileOutLoud*, as they confidently face the world

Mumbai, 10 March 2022: Colgate-Palmolive (India), the market leader in oral care, has launched the clutter-breaking '*Smile Out Loud*' campaign for its new premium whitening toothpaste—**Colgate Visible White O2**. The campaign showcases the inspiring stories of real women, and the role Visible White O2 plays in their lives — by unlocking radiance and enhancing their smiles, as they courageously face the world and #SmileOutLoud.

Through this campaign, Colgate-Palmolive launches an innovative new product, Visible White O2, with a pioneering active oxygen technology that whitens teeth in just 3 days* (*when used as directed*)

Conceptualized by Red Fuse Communications, WPP's integrated communication partner to Colgate India, the 'Smile Out Loud' campaign features young and inspiring social media influencers in their authentic avatar. Despite being made to feel self-conscious at a young age due to conventional beauty standards, influencers **Toshada Uma, Dolly Singh, and Prarthana Jagan** found a way to defy these norms and create a unique identity for themselves. They braved the social stigma surrounding their 'imperfections' and didn't let their smiles wane — and converted their beautiful and confident smiles into their beauty assets along their journey.

Commenting on the launch of this innovative product, **Arvind Chintamani, Vice President, Marketing, Colgate-Palmolive India**, said, "*The new Colgate Visible White O2 is a revolutionary whitening toothpaste and the most exciting innovation in teeth whitening in India. In addition to bringing this innovation to the country, our launch campaign also encourages every young Indian to express their unique beauty through their radiant smiles...don't let conventional beauty standards define you, express yourself and 'Smile Out Loud!' "*

Speaking about the idea behind the campaign, **Delna Sethna, Executive Creative Director, Red Fuse**, added, "*Whether we like it or not, there is a beauty norm that embraces a very typical idea of what's beautiful... Any expression beyond this norm makes people uncomfortable. That discomfort often manifests in gawking! We went with 3 brave muses (and an even braver client!) and decided not to rebel (there's enuf of that out there) but we didn't want to shy away either... because ultimately it's not about just 3 women but about all versions of beautiful mattering!*

The result is glorious: Smiles that show there's more than one way to be beautiful and a confidence you can wear Out Loud."

In their inspiring journey of unapologetically smiling out loud, artists Toshada Uma, Prarthana Jagan and Dolly Singh have identified their true-self and have broken free from their insecurities. Here's what they have to say:

Toshada Uma: <https://www.instagram.com/p/Ca7D2Q6ICqe/>

Prarthana Jagan: <https://www.instagram.com/p/Ca7BpPLKSuW/>

Dolly Singh: <https://www.instagram.com/p/Ca7ALWgJfv9/>

With Visible White O2, the company aspires to offer a transformative product that delivers whitened teeth within just 3 days of use and thus, Colgate-Palmolive continues to build category leadership and drive teeth whitening in India.

Watch the ad film [here](#).

About Colgate-Palmolive (India) Limited: Colgate-Palmolive (India) Limited is the market leader in Oral Care in the country, that seeks to deliver sustainable, profitable growth and maximize shareholder returns and to provide its people with an innovative and inclusive work environment. The organization has adopted sustainability, diversity, equity, inclusion, and social responsibility strategies that help make people's lives healthier and more enjoyable. The company manufactures and markets toothpastes, toothpowder, toothbrushes, oil pulling products and mouthwashes under the 'Colgate' brand, and a specialized range of personal care products under the 'Palmolive' brand. It is a caring, innovative growth company, reimagining a healthier future for all people and our planet. Colgate has been ranked as India's #1 Most Trusted Oral Care Brand for the ninth consecutive year, from 2011 to 2019, by The Economic Times - Brand Equity - Most Trusted Brands Survey, conducted by Nielsen. Colgate has also been ranked as the Most Trusted Oral Hygiene Brand by TRA's Brand Trust India Study Report for the ninth consecutive year, from 2011 to 2019. For more information about Colgate's business and products, visit: www.colgatepalmolive.co.in